

# Natalie Tohill

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## EDUCATION

December 2022

*BACHELOR OF SCIENCE IN MEDIA STUDIES, SUNY ONEONTA*

Minor in Event Planning

State University of New York (SUNY), College at Oneonta, Oneonta, NY GPA 3.6

## EXPERIENCE

THE CHELSEA AT BROOKHAVEN - Yaphank NY

### MARKETING ASSISTANT

September 2023 - Present

- Collaborate and share responsibility, along with the Director of Community Relations, for the lease-up of The Chelsea.
- Exercise excellent written and verbal communication and coordination while responding to all inquiries regarding potential residency at The Chelsea. Handle potential residents, residents' families and responsible parties in a sensitive, courteous and competent manner.
- Create and submit social content for corporate marketing use as well as shared responsibility for the location's Facebook Page
- Create educational and engaging events and activities to assist and guide professionals and prospects through our community. Examples include networking events and support groups.
- Conduct extensive telemarketing follow-up to prospects, guiding them through The Chelsea sales "pipeline" including, but not limited to, appointment setting and overcoming prospect objections.

NEW YORK YANKEES SUMMER CAMPS – The Headfirst Companies

### MARKETING AND COMMUNICATIONS COORDINATOR

June 2023 – September 2023

- Part of the on-site leadership team, managing the on-site customer experience and email, phone and in-person communications. Collaborate effectively with the Headquarters Customer Service Team to maintain brand image by establishing customer relationships through personalized feedback and opencommunication.
- Manage 200+ communication channels and family accounts accurately while fully capturing and tracking inbound and outbound conversations, requests, inquiries, and enrollments through camp databases.
- Act swiftly and anticipate how small details may impact a camper's experience, and work to proactively problem-solve issues as they arise.
- Update the camp's blog with photos, videos, and brief descriptions of the daily activities.

## SKILLS & CERTIFICATIONS

NYU x Clive Davis Institute Music Industry Essentials

Certification Proficient in Microsoft Office & Google Suite

Skilled in Canva & Salesfore and CRM software

## REFERENCES

Available upon request.